

FULL YEAR: MARKETING I & II STANDARDS AND OBJECTIVES

Marketing Part I

Levels: Grades 10-12

Units of Credit: 1 Semester (.5)

CIP Code: 08.0708

Prerequisites: None

COURSE DESCRIPTION

An introductory course that will teach concepts of entry-level business and marketing functions. The following skill standards will prepare the student in Marketing, marketing and business fundamentals, selling, financing, product/service planning, information management, purchasing, distribution, pricing, promotion, risk management, career development, economics, communications, human relations, marketing math, and marketing operations. Students taking marketing classes should have the opportunity to participate in DECA (An Association of Marketing Students). DECA related activities and curriculum can be used as an approved part of all marketing classes.

Utah Standards and Objectives		MarkED LAPs
STANDARD 08.0708 – 01	Students will have an understanding of the world of marketing.	
<u>OBJECTIVES</u> 08.0708 – 0101	Understand that marketing is all around us by identifying its related activities. <ul style="list-style-type: none"> • Describe marketing functions and related activities. • Explain marketing and its importance in a global economy. 	MK LAP 1: Work the Big Six BA LAP 11: Have It Your Way
08.0708 – 0102	Understand the marketing concept. <ul style="list-style-type: none"> • Define the marketing concept. 	BA LAP 11: Have It Your Way
08.0708 – 0103	Understand the economic benefits of marketing. <ul style="list-style-type: none"> • Describe the benefits of marketing. • Define the term economic utility. • Identify the five economic utilities. • Determine forms of economic utility created by marketing activities. 	BA LAP 11: Have It Your Way EC LAP 13: Use It EC LAP 13: Use It EC LAP 13: Use It

Utah Standards and Objectives		MarkED LAPs
08.0708 – 0104	Understand the basic fundamentals and concepts of marketing. <ul style="list-style-type: none"> • Define the term market. • Define the term target marketing. • Understand the difference between customer and consumer. • Understanding the “Four P’s of Marketing.” 	IM LAP 9: Have We Met? IM LAP 9: Have We Met? IM LAP 7: Pick the Mix
08.0708 – 0105	Understand the concept of market segmentation. <ul style="list-style-type: none"> • Define the term market segmentation. • Understand the four methods used to segment a market. • Understand current demographic, psychographic, and geographic trends. 	IM LAP 9: Have We Met? IM LAP 9: Have We Met?
STANDARD 08.0708 – 02	Students will have an understanding of economics, the free enterprise system, and how it relates to marketing.	
<u>OBJECTIVES</u> 08.0708 – 0201	Understand the free enterprise and the market-oriented economic systems. <ul style="list-style-type: none"> • Explain the types of economic systems. • Explain the concept of private enterprise. • Explain the concept of competition. • Determine factors affecting business risk. • Identify factors affecting a business’s profit. 	EC LAP 17: Economic Systems (update available 2009) EC LAP 15: People Power EC LAP 8: Ready, Set, Compete EC LAP 3: Win, Lose, or Draw EC LAP 2: Risk Rewarded
08.0708 – 0202	Understand government and consumer functions. <ul style="list-style-type: none"> • Explain the relationship between government and business. • Explain the principles of supply and demand. 	EC LAP 16: Regulate and Protect EC LAP 11: Make What They Want
08.0708 – 0203	Understand global economies. <ul style="list-style-type: none"> • Explain the types of economic systems. • Explain the concept of economic resources. • Distinguish between economic goods and services. • Describe the nature of economics and economic activities. 	EC LAP 17: Economic Systems (update in summer, 2009) EC LAP 14: Economic Resources (update in spring, 2009) EC LAP 10: Get the Goods on Goods and Services EC LAP 6: Economics (update summer, 2009)

Utah Standards and Objectives		MarkED LAPs
STANDARD 08.0708 – 03	Students will have an understanding of business and international marketing principles.	
<u>OBJECTIVES</u> 08.0708 – 0301	Define the functions of business. <ul style="list-style-type: none"> • Explain the role of business in society. • Explain marketing and its importance in a global economy. • Explain the nature of environmental regulations. 	EC LAP 19: Strictly Business EC LAP 20: Business Connections BA LAP 11: Have It Your Way
08.0708 – 0302	Understand international trade and the interdependence of nations. <ul style="list-style-type: none"> • Explain the nature of international trade. • Evaluate influences on a nation's ability to trade. • Determine the relationship between government and business. 	EC LAP 4: Beyond US EC LAP 4: Beyond US EC LAP 4: Beyond US EC LAP 16: Regulate and Protect
STANDARD 08.0708 – 04	Students will have an understanding of business and society.	
<u>OBJECTIVES</u> 08.0708 – 0401	Understand the nature of market-oriented economic systems. <ul style="list-style-type: none"> • Explain the concept of private enterprise. • Explain the concept of competition. • Determine factors affecting business risk. • Identify factors affecting a business's profit. • Explain the principles of supply and demand 	EC LAP 15: People Power EC LAP 8: Ready, Set, Compete EC LAP 3: Win, Lose, or Draw EC LAP 2: Risk Rewarded EC LAP 11: Make What They Want
08.0708 – 0402	Define the functions of business. <ul style="list-style-type: none"> • Explain the role of business in society. • Identify different types of business. • Explain the functions of business. 	EC LAP 19: Strictly Business EC LAP 20: Business Connections EC LAP 20: Business Connections EC LAP 19: Strictly Business
08.0708 – 0403	Understand government and the legal and ethical laws and issues. <ul style="list-style-type: none"> • Explain the relationship between government and business. • Identify federal regulatory agencies and laws. 	EC LAP 16: Regulate and Protect
08.0708 – 0404	Explore the issues of ethics and social responsibility. <ul style="list-style-type: none"> • Understand social responsibility in the workplace • Understand social responsibility in the marketplace. • Understand social responsibility in the community. • Explain the nature of environmental regulations. • Explain the concept of business ethics. • Apply guidelines for ethical behavior. 	EC LAP 20: Business Connections EI LAP 4: Work Right EI LAP 4: Work Right

Utah Standards and Objectives		MarkED LAPs
STANDARD 08.0708 – 05	Students will have an understanding of management skills required for marketing.	
<u>OBJECTIVES</u> 08.0708 – 0501	Understand management structures. <ul style="list-style-type: none"> • Explain the concept of management. • Explain the how horizontally organized companies differ from vertically organized companies. • Name the three levels of management. 	BA LAP 6: Manage This! BA LAP 6: Manage This!
08.0708 – 0502	Understand management functions. <ul style="list-style-type: none"> • Name the three functions of management. • Describe the management techniques used by effective managers. • Explain how to manage employees properly. 	BA LAP 6: Manage This!
STANDARD 08.0708 – 06	Students will have an understanding of the selling process.	
<u>OBJECTIVES</u> 08.0708 – 0601	Define and understand selling. <ul style="list-style-type: none"> • Explain the nature and scope of the selling function. • Analyze product information for use in selling. • Identify customer's buying motives for use in selling. • Facilitate customer buying decisions. 	SE LAP 117: Sell Away SE LAP 113: Find Features/Boost Benefits SE LAP 109: What's the Motive? SE LAP 108: Decisions, Decisions, Decisions
08.0708 – 0602	Explain why preparation is important. <ul style="list-style-type: none"> • Determine customer/client needs. • Explain key factors in building a clientele. • Differentiate between consumer and organizational buying behavior. 	SE LAP 115: Keep Them Loyal
08.0708 – 0603	Describe initiating the sale and the sales process. <ul style="list-style-type: none"> • Explain the selling process. • Prepare for the sales presentation. • Establish relationship with client/customer. 	SE LAP 126: The Selling Process
08.0708 – 0604	Explain determining needs in a sale. <ul style="list-style-type: none"> • Explain customer/client needs. • Assess customer/client needs. 	

Utah Standards and Objectives	MarkED LAPs
08.0708 – 0605 Describe how to present a product. <ul style="list-style-type: none"> • Understand how to demonstrate a product. • Understand how to recommend a specific product. 	SE LAP 103: Product Demonstration (update in 2010)
08.0708 – 0606 Understand objections and rejections. <ul style="list-style-type: none"> • Understand how to convert customer/client objections into selling points. • Understand how to handle customer inquiries. 	SE LAP 100: Converting Objections
08.0708 – 0607 Understand customer buying signals and identify how to close a sale. <ul style="list-style-type: none"> • Understand how to close the sale. • Understand how to sell a good/service/idea to individuals. • Facilitate customer buying decisions. 	SE LAP 107: Closing Sales (update in 2010) SE LAP 108: Decisions, Decisions, Decisions
08.0708 – 0608 Understand effective selling. <ul style="list-style-type: none"> • Demonstrate suggestion selling. • Understand how to process sales documentations. • Plan follow-up strategies for use in selling 	SE LAP 110: Suggestion Selling (update in 2010)
08.0708 – 0609 Demonstrate the use of math in purchase orders and invoices. <ul style="list-style-type: none"> • Determine discounts and allowances that can be used to adjust base prices. • Understand how to use information systems for order fulfillment. 	

PERFORMANCE OBJECTIVES

PO-01 Students will understand the sales process by completing “The Sales Presentation.”

PO-02 Students will understand the importance of marketing activities by completing “The Marketing Research Project.”